GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester
Subject Class: Functional Elective
Subject Name: Enterprise Resource Planning (ERP)
Subject Code: 4549289

. **Learning Outcomes:**

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	• *Assess* the process view of organization, its problems and need for reengineering. • *Evaluate* the functionality that ERP systems deliver, and assess their functionality for the benefit of the organization.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	• *Analyze* the strategic options for ERP identification and adoption.
Global Exposure and Cross-Cultural Understanding (GECCU)	• *Develop* the habit of being appraised of the latest global innovations in ERP systems.
Social Responsiveness and Ethics (SRE)	• *Defend* ethical considerations during designing ERP systems.
Effective Communication (EC)	• *Effectively* describe problems typical of ERP implementation projects and translate this information and use this information to anticipate and articulate the challenges associated with post-implementation management of ERP systems.
Leadership and Teamwork (LT)	• *Create* reengineered business processes for successful ERP implementation.

LO – PO Mapping: Correlation Levels:
1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), "-"= no correlation

Sub. Code: 4549289	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: *Assess* the process view of organization, its problems and need for reengineering.	3	3	2	2	3	-	-	-	-
LO2: Evaluate the functionality that ERP systems deliver, and assess their functionality for the benefit of the organization.	3	3	3	1	1	3	-	2	3
LO3: *Analyze* the strategic options for ERP identification and adoption.	3	3	3	2	2	3	1	3	2
LO4: *Develop* the habit of being appraised of the latest global innovations in ERP systems	1	1	1	2	3	3	-	1	3
LO5: *Defend* ethical considerations during designing ERP systems.	3	3	-	2	2	2	3	2	2
LO6: *Effectively* describe problems typical of ERP	3	1	3	3	3	3	1	2	2

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implementation projects and translate this information and use this information to anticipate and articulate the challenges associated with post-implementation management of ERP systems									
LO7: *Create* reengineered business processes for successful ERP implementation	3	3	3	1	1	2	-	3	3

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. **Course Contents:**

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	**Strategic Perspective of IT**: • Strategic IT Planning • Business value of IT investments via digitization of business processes • IT decision making and governance • Business architecture and change management • IT and business risk and IT-driven business agility and innovation.	10	18
II	**Process view of organization:** Make to stock and Make to order cycles **ERP Introduction:** • Origin, Evolution and Structure and Benefits: Conceptual Model of ERP, Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP	10	17
III	**ERP Marketplace and Marketplace Dynamics:** Market Overview, Marketplace Dynamics, and The changing ERP Market. **ERP- Functional Modules:** • Introduction, Functional Modules of ERP Software – Sales and Distribution, Accounting & Finance, Production & Materials Management, Plant Maintenance, Quality Management, Human Resource Management, CRM and any other latest development. **Integration** of ERP, Supply chain and Customer Relationship Applications.	10	18
IV	**ERP Implementation:**	10	17

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	• Business Process mapping and re-engineering, ERP Implementation Life Cycle, Role of Consultants, Vendors and Employees. **Critical Success Factors:** • Guiding Selection and Evaluation of ERP, Strategies and CSF for Successful ERP Implementation, Causes of ERP Failure		
V	**Practical Module:** ERP & E-Commerce, Future Directives- in ERP, Integrating ERP into organizational culture. Using an open source ERP tool for orienting students to ERP	---	(30 marks CEC)

4. Pedagogy:
- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:
Students shall be evaluated on the following components:

	Internal Evaluation	**(Internal Assessment- 50 Marks)**
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	**Mid-Semester examination**	**(Internal Assessment-30 Marks)**
C	**End –Semester Examination**	**(External Assessment-70 Marks)**

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Alexis Leon	Enterprise Resource Planning	McGraw Hill	Latest Edition
2	David L. Olson	Managerial Issues of Enterprise Resource Planning Systems	McGraw-Hill	Latest Edition
3	Jill O'Sullivan and Gene Caiola	Enterprise Resource Planning	McGraw-Hill	Latest Edition
4	S. Sadagopan	ERP-A Managerial Perspective	McGraw-Hill	Latest Edition
5	F. Robert Jacobs and D. Clay Whybark	Why ERP? A primer on SAP Implementation	McGraw-Hill	Latest Edition
6	Mahadeo Jaiswal, Ganesh	Enterprise Resource Planning	Macmillan India Ltd	Latest Edition

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7	Jyotindra Zaveri	Enterprise Resource Planning	Himalaya Publication	Latest Edition
8	Mr. C.S.V. Murthy	Enterprise Resource Planning (ERP) Text and Case Studies	Himalaya Publication	Latest edition
9	S Kelkar	Strategic IT Management: A concise study	PHI	Latest edition
10	Keri E. Pearlson	Strategic Management of Information Systems	Wiley	Latest

7. List of Journals/Periodicals/Magazines/Newspapers / Web Resources, etc.:

1. Education Research and Perspectives
2. International Journal of Applied Decision Sciences
3. Journal of Management Information Systems

S.No	Title	
1	Why study IT value	Carr, Nicholas. "IT Doesn't Matter." *Harvard Business Review*, May 2003. Kohli, Rajiv, and Sarv Devaraj. "Realizing the Business Value of Information Technology Investments: An Organizational Process." *MIS Quarterly Executive* 3, no. 1 (2004): 53-68. (PDF)
2	Aligning IT with business strategy	Ross, Jeanne W., and Peter Weill. "Six IT Decisions Your IT People Shouldn't Make." *Harvard Business Review*, November 2002. (PDF) Rettig, Cynthia. "The Trouble With Enterprise Software." *MIT Sloan Management Review* 49, no. 1 (2007): 20-27.
3	An overview of business operating models	Ross, Jeanne W. "Forget Strategy: Focus IT on Your Operating Model." *MIT Sloan CISR Research Briefing* V, no. 3C (2005). (PDF) (Requires free registration.)